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trengthening Communities

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outhern Region Successes

July 2017 - June 2018

Southern Region Community Development Extension Impacts



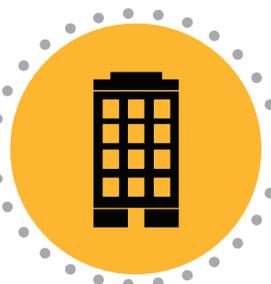
83,982

Number of jobs created/retained



149

Number of new alliances or networks formed through some type of formal agreement or MOU



710

Number of businesses created, retained, or expanded



282

Number of plans adopted and implemented in community, agency, local government, business, or disaster



6,999

Number of participants who report new leadership roles & opportunities undertaken



\$77,864,366

Grants acquired by organizations or communities

\$7,488,075

Value of in-kind resources contributed by organizations or communities



Universities Reporting
12



Full Time Equivalents
90.93

Alabama

Alabama A&M University

To bridge the gap between aspiring entrepreneurs in Madison County and current entrepreneurs, a pilot business workshop was conducted. During the workshop, a panel of local entrepreneurs highlighted their motivations, while also sharing how they overcame the hindrances and obstacles faced. Over 93% of attendees left aware of how their aspirations spur economic development and motivated to begin their own businesses.

Arkansas

University of Arkansas

Residents of a small Delta town launched Moving Manila Forward. Using Extension's Breakthrough Solutions planning process, the town is focusing on five areas – aviation, economic development, agriculture, downtown revitalization, and quality of life. Among results are three new businesses, 30 new homes built, formation of a ministerial alliance, and new events such as farmers markets, shrimp and movie fly-ins, and a Blazin' BBQ Festival attracting over 3,500 people.

Florida

University of Florida

Many pesticide applicators and specialists in the care of trees and plants are required to maintain continuing education units (CEUs) for their licenses and thus higher wage jobs. In one of Florida's large urban counties over 770 individuals completed CEUs to maintain current licensure. The Core class consists of four hours and the Limited licensure consists of six hours training from UF-IFAS Extension. The jobs retained and those completing the training had \$5.1 million higher estimated wages.

Georgia

University of Georgia

Monroe City confronted deteriorating neighborhoods by joining the University's Georgia Initiative for Community Housing (GICH) program. They conducted an assessment of over half of its 4,100 housing units and demolished condemned units, applied for federal low-income housing tax credits to construct a senior living infill development, and hosted three "clean-up" events and a housing expo. Fifteen other communities currently participate in GICH.

Kentucky

University of Kentucky

Community & Economic Development Initiative of Kentucky's (CEDIK) Enhancing the Creative Economy program supported 29 arts businesses in Southeastern Kentucky using regional network creation, direct business coaching, social media and marketing training, wholesale/retail price setting, and brand development. As a result, CEDIK has contributed to over \$10,000 in increased direct sales to artisans in an eight month period.

Mississippi

Mississippi State University

The Bricks-To-Clicks™ Extension program uses a 3-step formula to help businesses with online marketing. Recently, several Mississippi companies and communities have used the 3-step formula including HogEye Cameras, a company located in Crawford, Mississippi. They implemented the 3-step formula in January 2018 and the impact has been significant, with sales increasing 54% during the historically slowest time of the year.

North Carolina State University

The North Carolina Farmworker Health and Safety Project builds and strengthens relationships between farmworkers and their families, farm labor contractors, and the community. In 2017, the program assisted 114 farmers, conducted 36 training sessions, trained 1,508 farmworkers, hosted seven community events, hosted two farm labor contractor workshops, and led a farmworker partners' coalition comprised of 19 organizations, and in 2018, the program expanded to six counties in Eastern North Carolina.

North Carolina A&T University

As part of our five-year strategic plan, creating leadership development and civic engagement opportunities for youth is a primary focus. This is carried out through our Community Voices program, whose goal is to develop youth community members who can work together over time, problem-solve, and work with others to carry out initiatives. Another goal is to help community groups develop a shared leadership style among their staff, team leaders, and community volunteers.

University of Tennessee

Three USDA-funded projects supported (\$360,000) expansion of fresh stop markets, business planning and market education for producers and production of hops as specialty crops. Summary profiles describing the contribution of agriculture were developed for all 95 counties in Tennessee. A dairy consumer perception survey is underway and a mobile internet hotspot lending program is aimed at bridging the digital divide in three rural communities.

Prairie View A&M University

Community and Economic Development staff continues to assist Hurricane Harvey victims by providing workshops, individual assistance, volunteer coordination, and access to state and federal resources. As a result there were: 10,451 clients assisted; over 800 applications submitted to FEMA, Red Cross, SBA, and USDA rural development; \$628,000 in food, water, clothes, supplies, and temporary housing provided; 25 homes repaired; and approximately \$18,630,000 in repair fund applications submitted.

Texas A&M University

The Texas Rural Leadership Program (TRLP) Leaders-In-Action workshop series, directly impacted the small community of Hearne (Robertson County). A cross-section of local leaders completed workshops, incubating a local festival to unite people, beyond years of racial tension. On April, 14, 2018, Hearne hosted its first Crossroads Hometown Festival, highlighting community assets and a returned sense of public pride.

Virginia Tech and Virginia State University

Virginia declared the opioid crisis a public health emergency in 2016. In response, the PROSPER model was launched in rural Virginia where middle-schoolers and their families participate in programming that prevents opioid and other substance misuse. Next, the Hospital Patient Education program teaches hospital patients and their families the risks of opioids, signs of misuse, safe overdose responses, and resources for pain management.

North Carolina

Tennessee

Texas

Virginia